

CLAIMS

What is claimed is:

- 1 1. A method for determining an address of an entity based on a user location,
2 comprising:
 - 3 a) receiving an utterance representative of an entity from a user;
 - 4 b) recognizing the entity associated with the utterance using a speech recognition
5 process;
 - 6 c) determining a location associated with the user;
 - 7 d) performing a querying to identify a plurality of locations associated with the
entity;
 - 8 e) ascertaining which of the identified locations associated with the entity are in
9 proximity to the location of the user.
- 10
- 1 2. The method of claim 1, wherein the user is informed about the locations
2 associated with the entity ascertained to be in proximity to the location of the
3 user.
- 4
- 1 3. The method of claim 2, wherein the user is informed audibly via a speech
2 recognition portal about the locations associated with the entity ascertained to be
3 in proximity to the location of the user.
- 4
- 1 4. The method of claim 2, wherein the user is informed via an electronic message
2 transmitted utilizing a network about the locations associated with the entity
3 ascertained to be in proximity to the location of the user.
- 2
- 1 5. The method of claim 1, wherein the location of the user is the current location of
2 the user.

- 1 6. The method of claim 1, wherein the utterances representative of the entity include
2 utterances representative of criteria of the user, and wherein the locations
3 associated with the entity ascertained to be in proximity to the location of the user
4 satisfy the criteria of the user.
- 1 7. The method of claim 6, wherein the criteria of the user include at least one of: a
2 location associated with the entity currently holding a sale and a currently open
3 location associated with the entity.
- 1 8. The method of claim 1, wherein directions from the location associated with the
2 user to at least one of the identified locations associated with the entity
3 ascertained to be in proximity to the location of the user are generated and
4 delivered to the user.
- 1 9. The method of claim 8, wherein the user is permitted to select the location
2 associated with the user from a set of locations associated with the user.
- 1 10. The method of claim 1, further comprising facilitating communication between
2 the user and at least one of the locations associated with the entity ascertained to
3 be in proximity to the location of the user.
- 1 11. The method of claim 1, further comprising offering promotions to the user.
- 1 12. The method of claim 11, wherein the promotions offered to the user are associated
2 with one or more entities determined to be proximal to the location of the user.
- 1 13. The method of claim 1, further comprising determining which of the identified
2 locations associated with the entity is closest to the location associated with the
3 user.

1 14. The method of claim 1, further comprising ranking the identified locations
2 associated with the entity ascertained to be in proximity to the location associated
3 with the user from closest to furthest from the location associated with the user.

1 15. A system for determining an address of an entity based on a user location,
2 comprising:
3 a) logic for receiving an utterance representative of an entity from a user;
4 b) logic for recognizing the entity associated with the utterance using a speech
5 recognition process;
6 c) logic for determining a location of the user;
7 d) logic for performing a querying to identify a plurality of locations associated with
8 the entity;
9 e) logic for ascertaining which of the identified locations associated with the entity
10 are in proximity to the location of the user.

1 16. The system of claim 15, wherein the user is informed about the locations
2 associated with the entity ascertained to be in proximity to the location of the
3 user.

1 17. The system of claim 16, wherein the user is informed audibly via a speech
2 recognition portal about the locations associated with the entity ascertained to be
3 in proximity to the location of the user.

1 18. A computer program product for determining an address of an entity based on a
2 user location, comprising:
3 a) computer code for receiving an utterance representative of an entity from a user;
4 b) computer code for recognizing the entity associated with the utterance using a
5 speech recognition process;
6 c) computer code for determining a location of the user;
7 d) computer code for performing a querying to identify a plurality of locations
8 associated with the entity;

9 e) computer code for ascertaining which of the identified locations associated with
10 the entity are in proximity to the location of the user.

1 19. The computer program product of claim 18, wherein the user is informed about
2 the locations associated with the entity ascertained to be in proximity to the
3 location of the user.

1 20. The computer program product of claim 19, wherein the user is informed audibly
2 via a speech recognition portal about the locations associated with the entity
3 ascertained to be in proximity to the location of the user.